

## Industry Guidelines/Code of Conduct

*Below are important guidelines for all industry representatives—whether they are exhibitors, faculty or general attendees. Members of industry and their family members (≥13 y.o.) must agree to abide by these industry guidelines when they register. The guidelines were developed by members of industry to ensure that Oley gatherings are free from sales pressures and to create a level playing field for all companies.*

1. Marketing of products and services, photographing, and providing entertainment, are limited to **your company's paid exhibit space**, or as part of a sponsorship (with prior Oley approval). **It is not appropriate to market products or services elsewhere in the exhibit hall or on or around the hotel premises, or during a focus group, educational session, or social event.**

2. Members of industry are prohibited from planning, sponsoring, underwriting, or paying for any **non-Oley activity that involves consumers**—unless all consumers involved in the activity are currently receiving the company's products and/or services—and it does not conflict with official Oley conference programs/events. **Prior Oley approval is needed for events, dinners, hospitality suites, and use of meeting space at the conference hotel.**

3. **Members of industry are prohibited from:**

- Conducting sales transactions in the Exhibit Hall;
- Dispensing cash payment or gift cards to attendees for visiting their exhibits, having their photograph taken, or for any other purpose;
- Conducting activities at their booth that conflict with Oley activities/sponsorships, or extend beyond their paid exhibit space;
- Including literature promoting products/services in Oley registration packets or on Oley literature tables without prior approval and payment;
- Conducting recruitment interviews, or setting up “special services” for Oley attendees;
- Contacting conference attendees on-site or after the conference unless the attendee has initiated it, or has given permission via a survey or raffle;
- Conducting market research in any location other than a reserved exhibit booth or official Oley focus group;
- Recruiting for future market research projects during the meeting or at their company's exhibit booth;
- Using images, testimonials, etc. from Oley staff, trustees, Oley Ambassadors, or any of their family members, as part of the company exhibit or to promote company products or services.

4. **Exhibitors may raffle up to three items** with prior approval of the Foundation. Raffle drawings will be coordinated by Oley and held on the second day of exhibits in the Exhibit Hall. Details are available at [www.oley.org/2020Exhibit](http://www.oley.org/2020Exhibit).

5. **Badges must be worn at all times**, with the name and company affiliation clearly visible. Companies must have at least one rep attend the mandatory exhibitor call who will educate other reps from their exhibit. (May 12, 2pm–3pm ET, or May 20, 2pm–3pm ET. Dial: 888-895-6448, Code: 2718431409.)

6. **Professional behavior and courtesy** is expected at all times.

7. A warning will be issued the first time an offense is committed. Company participation in Oley programs will be limited for a second infraction, commensurate with level of offense, as determined by the Oley board of directors. Offenses should be reported to Oley staff as soon as possible, and whenever possible include a written statement from the parties/consumers involved. A comment box will be made available for exhibitors and attendees to report issues.

**Members of industry that violate these guidelines create a difficult situation for consumers, and ultimately, it's the Oley Foundation that suffers. We are grateful for your cooperation.**



**“Oley is a tremendous resource!”**

**“We learned a great deal and saw first-hand how critical an organization like Oley can be in a tube-fed patient's life.”**

**“We believe Oley is a tremendous resource for nutrition consumers, and we are proud to support such a great conference and organization!”**

**“It was wonderful to meet this courageous group and learn from them. The content was enlightening and motivating...and the positive energy was uplifting!”**